**CTE Support & Sustainability Subcommittee Goal Attainment Quarterly Report, May 4, 2011**

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| Overall Goal and  Objectives to Achieve Goal | Specific Strategies/Tasks to Accomplish Objective | Metric | Progress to Date | Impact on Objective |
| Develop a marketing plan that includes rebranding strategies to connect academies to local businesses for use by Volusia County Schools, academy alumni, businesses and the community | Develop marketing plan for Mainland Academy of Communication & Design Technology (ACMT) as a model for all academies | Website | * Rebrand ACMT via new logo * Establish a web presence * Establish student advisory board * Establish connections with alumni * Redesign promotional materials * Job Shadowing * Student extra-curricular activities * Distinguished alumni profile * Alumnus of the month | Website model live by June 2011 |
| Develop a model for a virtual tour of businesses | Implement model of virtual tour | VMA Prototype virtual tour of Performance Design incorporated into Seabreeze Drafting Academy lesson plan | Completed |
| Develop a formal process to target specific businesses to partner with academies and pilot the process for all academies to use | Develop a prototype Memorandum of Good Intentions | Prototype of (MOU) | MOU signed with Raydon Industries and Spruce Creek Information Technology Academy | Completed |

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